

“Own Your Future”

The Long-Term Care Awareness Campaign Demonstration Project

Overview, Results, and Future

Sponsored by the United States
Department of Health and Human
Services, the National Governors
Association and the National
Conference of State Legislatures

Why conduct a long-term care awareness campaign?

- Many individuals underestimate both the risks and costs of long-term care
- Currently, Medicaid is the largest source of funding for long-term care services
- With shifting age demographics, state governments are concerned that demands for long-term care will exceed their public resources
- Encouraging personal financing and other planning activities for long-term care may reduce the burden on public programs such as Medicaid

Campaign Goals

- Increase awareness of the need to plan ahead for future long-term care needs
- Associate long-term care planning with increased dignity and control over one's future
- Promote a broad range of planning options, applicable to all socio-economic levels

Phase I Campaign Model

- Letter and brochure from Governor to every household with individuals aged 50 to 70 (approx 2.1 million)
- Governor's press event
- Paid media (TV and/or radio)
- Local state activities
- Follow-up reminder postcard

Communication Summary

STATE	Governor's Letter	Press Event	Radio	TV
Arkansas	298,000	Yes	No	Yes
Idaho	126,000	Yes	Yes	Yes
New Jersey	822,000	No	Yes	No
Nevada	230,000	Yes	No	Yes
Virginia	631,000	Yes	No	Yes

Results (as of 7/26/05)

- Over 190,000 Planning Kit requests
- Just over 184,000 from the five Pilot Campaign states
- Interest in contiguous and other states
- Overall response rate of 7.7%
- Significantly higher than comparable private sector direct mail campaign (0.6% to 1.4%)

Response Rates (as of 7/26/05)

	<u>Total Orders</u>	<u>Individuals</u>
Arkansas	7.4 %	5.2 %
Idaho	8.7 %	7.9 %
Nevada	9.3 %	8.0 %
New Jersey	7.9 %	7.5 %
Virginia	10.3 %	9.1 %
Overall	8.8 %	7.7 %

Response Method

- 67% through business reply card (BRC)
- 33% through telephone system (IVR)
- Response rates still good without TV exposure
- Timing of responses suggests follow-up postcard provided small “lift” in response

Evaluation Strategy

- Response Analysis
 - Appended demographic data to augment analysis
 - Compare results across states with different strategies (e.g., paid media, Governor message and other differences)
 - Compare responders and non-responders and comparisons across states

Evaluation Strategy

- Baseline and Follow-up Surveys
 - Sample of 4,500 households in Phase I Pilot Campaign states
 - Baseline conducted in November and December of 2004
 - Results will provide insight into Campaign impact on long-term care planning attitudes and behaviors

Response Analysis Findings

- Pilot Campaign had broad-based appeal
- Interest in planning apparent across all demographic groups
- Public sector affinity is critical
- Direct mail more cost-effective than paid media
- Good consumer acceptance of business reply cards as response vehicle

Who Responded?

- Little difference in response rates across socio-demographic groups
- Slightly higher response rates by age, income, and education
- Findings consistent across states

Typical Responder

- Age: 58
- Household Income: \$60,000 to \$75,000
- Home Value: \$130,000
- Education: Some college or more
- State differences in responder income, and home value reflect differences in state general populations

Baseline Survey Findings

- 87% say planning ahead gives more options and better protects family
- Few have done any long-term care planning and over one-third don't know what planning steps to take
- 64% have seen or heard something about long-term care in the media
- Only 5% say they have done any planning activities

Industry Impact – Responses

- Pilot Campaign had significant positive impact
 - Response Rate increase of 37-172% during prime phase of mailing (receipt of Governor letter)
 - Response Rate spikes for isolated weeks increase as high as 245%
 - Increase concentrated to a two to four week period
 - Unique package designed for campaign yielding 1,000+ responses

Industry Impact – Sales

- Pilot Campaign had positive impact on sales
 - Agents note increased consumer readiness to buy (many have the planning kit)
 - Sales volume in Pilot Campaign states 15% higher on average than non-Campaign states with weekly surges tied to campaign as high as 97%
 - Sales impact expected to continue as awareness increases for ~10% of target population

Campaign Demonstration Project Phase II

- Time Frame: January through May 2006
- Sponsors: HHS (CMS, ASPE, AoA), NGA & NCSL
- Evaluate how response rates change using a different set of media strategies and adding a new information portal

Campaign Demonstration Project Phase II Components

- Similarities:
 - Governor's letter
 - Target Market (age 50 to 70)
 - Same message and fulfillment
 - Toll-free phone number and business reply card
 - CMS television and radio spot available for PSA use

Pilot Campaign Phase II Components

- Differences:
 - Increased state contribution (Governor's letter)
 - Competitive state procurement
 - No federal media buy
 - No follow-up post card
 - Additional state initiated activities
 - Additional fulfillment portal ("Own Your Future" website)

Consumer Website

- Developed and maintained by AoA
- Website address: www.aoa.gov/ownyourfuture
- From website will be able to:
 - Download planning kit
 - Listen to Campaign audio CD tracks
 - Order planning kit (only for people from a Campaign state, starting January 2006)
 - View details about the Pilot Campaign
 - Take an interactive long-term care planning quiz (starting January 2006)
- Volumes and types of people using the website are tracked by zip code and a small informational survey

Own Your Future

Long-Term Care Pilot Awareness Campaign



[Home](#)

[Campaign Information \(Off-Site\)](#)

Own Your Future is a comprehensive roadmap for planning your future. The planning advice from Own Your Future will help you prepare for the long-term care needs you may have in the coming years. Planning for long-term care is easy and smart, so **START PLANNING NOW!**

Long-Term Care Planning Kit

Please enter your zip code to access the Long-Term Care Planning Kit:

Zip Code:

Submit



Federal Partners



Own Your Future is jointly funded by the Centers for Medicare & Medicaid Services and the US Department of Health and Human Services. The Administration on Aging and the National Governors Association provided support and guidance on this project.

Applying for Pilot Campaign Phase II

- Obtain an electronic copy of the Program Announcement at www.grants.gov or www.ltcaaware.info
- Open only to state and territorial agencies who have expressed consent from the Governor's office
- Due October 7, 2005 at 12:00 am EDT
- Phase II states will be announced November 1, 2005

Questions?

Email: info@ltcaware.info

Address:

LTC Pilot Awareness Campaign: Phase II Application
U.S. Department of Health and Human Services
Hubert H. Humphrey Building: Room 424E
200 Independence Avenue, SW
Washington, DC, 20201

Website:

www.aoa.gov/ownyourfuture (Consumer)

www.ltcaware.info (Project)